The American Egg Board is thrilled to bring back the beloved Incredible Edible Egg Jingle this fall. The well-known jingle was launched 35 years ago and is still widely recognized and fondly remembered. AEB hopes to tap into the song’s nostalgia while also reminding people to wake up to eggs.

The jingle will be re-launched with the same music but new lyrics that include the lower cholesterol and higher vitamin D news, as well as the fact that eggs can be conveniently cooked in the microwave. The jingle has already been made into :60, :30 and :15 radio commercials that will air on satellite radio as well as online radio sites such as Pandora. The commercials will also be made available to the state promotional groups through AEB’s State Support Program, as well as to individual producers who are interested. As with AEB’s other radio spots, there will be opportunities to customize them with a local tag.

The jingle will also make an appearance on the “Jimmy Kimmel Live,” a popular late-night talk show that airs nationally on ABC. Kimmel and his comedy writers are developing a humorous skit that will appear on the show in early October and will be posted on the show’s YouTube Channel for a reach of more than 2 million impressions. Additionally, AEB will post the Kimmel video on its own social media properties sites including Facebook, Twitter and YouTube to further extend the impact.

Because the jingle is so popular within the egg industry, AEB will produce a video of egg farmers and their families singing the song on their farms. The video will be posted on Facebook and YouTube to showcase egg farmers and spark interest in learning more about egg production.

Consumers will also be asked to invent their own version of the jingle as part of an online contest. Users will vote on their favorites, and the winners will receive prizes.

On Twitter, AEB will challenge followers to come up with their own abbreviated jingle versions and incentivize creative thinking by giving away prizes playing off of the 35th year celebration. National and local media outreach will showcase the history of the jingle, while also reminding people about the cooking and health benefits of eggs.
1. The Incredible Edible Egg Jingle is back this fall. AEB is tapping into its nostalgia to leverage this beloved classic and exposing an entire new generation to its catchy tune and updated lyrics. A surround-sound approach launches with a segment on “Jimmy Kimmel Live” and includes national and local radio, media outreach, phone ringtones and more. We’re interested in featuring our egg farmers singing this updated classic in online videos. Please don’t say no when we call you!

2. ENC continues to fund more than $1.3 million in annual research. On average, each researcher receives $126,000 that allows ENC to fund eight to 10 projects each year. This influx of new research allows ENC to maintain a constant pipeline of research that is the core of AEB’s PR efforts. ENC-funded research on protein-rich egg breakfasts resulted in 11 million media impressions. News on metabolic syndrome and satiety earned almost 1 million impressions.

3. Morning meal egg servings at QSRs have increased by more than 800 million servings since 2006 according to The NPD Group/CREST, year ending May ’12. AEB’s National Accounts Program focuses on the top QSR chains providing a range of support as needed.

4. Egg Product Marketing continues promoting the 20+ functions of egg products. FunctionalEgg.org now includes six new videos that provide single-subject insights on one functionality benefit. AEB reached more than 16,000 digital subscribers with a recent supplement titled, “Super Powers—Simple Ingredients.”

5. In partnership with NBC, Good Egg Project messages will earn an estimated 11 million media impressions through a 4.5-minute foodie segment that will air in Chicago, New York, Los Angeles, San Francisco, Dallas, Miami, Philadelphia, Washington, D.C. and San Diego. A pre-recorded one-minute segment with a local farmer will also appear in Chicago, New York, Los Angeles, San Francisco and Dallas.

At AEB’s recent Board Meeting, we presented results on current programs and ideas for new initiatives and gathered useful feedback from the Board Members and Alternates. Below are five key takeaways from this meeting. I look forward to seeing you at our November meeting that will be held at Austin’s Barton Creek Resort.

Don’t forget to bookmark AmericanEggBoardBlog.org! I post at least 2x a week about various projects we’re working on to maximize your checkoff dollars.

—Joanne C. Ivy
The JINGLE is back!

Learn the words, so you and your family can appear in our online videos this fall!

You should wake up to eggs each day
And then you'll be on your way
With so much energy
For your whole family
When you've got a real big test
And you want to be your best
The Incredible Edible Egg

Voice Over: The average amount of cholesterol in one egg is 185 milligrams, down from 215, and 41 IU of Vitamin D, up from 25.

The USDA has made the call
Eggs have 14% less cholesterol
And 64% more vitamin D
Than they previously thought you see
And we just barely got those lines
With the percentages to rhyme
The Incredible Edible Egg

It can keep you fuller longer
It might even make you stronger
It might even grow your hair
Fine we're exaggerating there
Microwave it or make quiche
That's a funny word - quiche
The Incredible Edible Egg

...Continued from page 1

AEB looks forward to sharing updates on this incredible relaunch with you throughout the fall.

State Support Program Spotlight–South Dakota

July 2012–South Dakota Egg Producers leverage the value of partnerships to maximize AEB’s State Support Funding. Darwin Britzman, Executive Director of South Dakota Egg Producers, partnered with the South Dakota State University (SDSU) Extension Family Nutrition Program (FNP) for The Smart Choices Grocery Store Project. This program is also supported by the South Dakota Department of Social Services.

The Smart Choices Grocery Store Project communicates nutrition principles near the point of sale. Key messages focus on eating healthy. Eggs are a natural fit into these messages. This program helps keep eggs top of mind for consumers in the grocery store. The program targets stores with a high number of low-income customers and occurs monthly at five to nine stores per month for four hours per display.

South Dakota Egg Producers have sponsored several monthly grocery store displays with the FNP program in the past two years providing funding to purchase the supplies for samples and educational materials.

The in-store displays are hosted by nutrition assistants who are employed full time by the SDSU Extension and can answer consumers’ questions. The shoppers are engaged in a brief conversation about their eating/shopping habits and receive information about safe handling practices for eggs. Each display includes:

• Handouts containing basic and simple nutrition information and two low-cost recipes
• Children’s activity page with an interactive nutrition education activity and a simple picture recipe that correlates with the adult recipe
• Samples of one recipe from the handout
• Packages of the ingredients from the recipe being sampled.

Karlys Wells, FNP Nutrition Network Associate who manages the Smart Choices Grocery Store Project, shared, “Outside funding from groups like the South Dakota Egg Producers allows us to have year-round events instead of limiting our educational programming. I very much appreciate the financial assistance and materials that Darwin Britzman and the South Dakota Egg Producers provide.”
PR Efforts Win

The Publicity Club of Chicago, the premier communications industry association in Chicago, recently announced 2012’s best of the best in Chicago public relations at the 52nd annual Golden Trumpet Awards.

From community relations and special events to crisis PR and new media, Golden Trumpets were bestowed to recognize excellence in planning, creativity and execution across more than twenty categories. Edelman and AEB won a Silver Trumpet for the “Launching the Lower Cholesterol Egg” campaign, which debunked the cholesterol myth through a multi-faceted program, using both traditional and social media and a defined moment-in-time.

Research Award Granted

The 2012 American Egg Board Research Award was presented to Darin C. Bennett, Ph.D., University of British Columbia, on Thursday, July 12 at the Poultry Science Association’s Awards Banquet in Athens, GA.

Dr. Bennett is currently an assistant professor in the Faculty of Land and Food Systems at the University of British Columbia. His research focuses on basic and applied research in sustainable poultry production. Bennett is a member of the Poultry Science Association and the Canada branch of the World’s Poultry Science.

Hong Kong Ads Reach Chefs

USAPEEC placed a double-page advertisement in Today’s Baking magazine, which is the official magazine published by the Hong Kong Bakery & Confectionery Association.

The magazine is distributed to 4,000 bakery chefs and professionals in Hong Kong. The advertisement features both U.S. eggs and egg products promoting both their safety and high-quality attributes.

The ads will run in the May, July, September and November issues.

Egg Product Campaign Debuts

A new print and digital ad campaign in 2012 focuses on the 20-plus functional and performance benefits of egg products. Following in the footsteps of previous award-winning campaigns, big beautiful photography still dominates the ads, and new headlines further emphasize eggs role in formulating packaged food products.

These ads will run in Food Product Design, Food Technology and Prepared Foods and in the online versions of these publications as well as FoodNavigatorUSA.com. Accompanying formulations utilizing dried and liquid/frozen eggs are available at AEB.org/food-manufacturers/egg-product-formulations.

Reaching Hispanics and Boomers

In 2012, AEB expanded its consumer target to all adults, ages 18-49. Extensive research identified this group as a key demographic to grow egg consumption. AEB’s new media plan is also effectively reaching more than 80 percent of Hispanics and adults over the age of 50, which are two other important segments of the population for egg demand.
Speakers’ Bureau Reviews

The feedback from AEB’s Speakers’ Bureau illustrates how this grassroots efforts impacts local perceptions of egg farmers and modern agriculture. Consumers are hungry for information about where their food comes from, and these audience members are powerful tools to help achieve the objectives of the Good Egg Project, an initiative launched from industry demand that focuses on educating the public about modern egg production.

AEB’s Speakers Bureau has already outpaced 2011’s placements and stayed within budget. Below is a sampling of feedback on those speakers who have been scheduled by the Center for Food Integrity (CFI) this year.

Bill Glass—“Sometimes the newspapers will run a sensationalized article. This sets the record straight.”

Greg Herbruck—“Greater appreciation for what needs to be done on a daily basis.”

Mark Oldenkamp—“Simply said; it was extraordinary! When you were first recommended by another Rotary club to invite an egg organization as a guest speaker, I tended to have some hesitations: Really? The subject of eggs will draw a crowd? Holy Cow was I wrong!”

Greg Satrum—“A wonderful presentation today. This is an excellent way to reach influential members of the community. Two of the people in our club are former Rotary District Governors, and many are the leaders of businesses in the community.”

Thank you to all our active speakers who have donated their time to this worthwhile effort this year. The Speakers’ Bureau puts a face on egg production.

Feedback like these quotes is typical from meeting organizers and audience members. Attendees of Sean Delano’s recent engagement in the Chicago area ranked his speech as incredibly engaging (4.85 out of 5) and informative (4.80 out of 5). This speech was coordinated by AEB at no additional cost. His evaluations also included audience feedback:

“The animals are really well treated. Now I know how clean and automated everything is. I was impressed with the progress in technology and scale. His speech put a human face on the egg industry. Sean is very informative and entertaining.”

This feedback is representative of all AEB’s active speakers. Thank you for donating your time and efforts to make this program a success.

As of July 18, 75 speeches have been scheduled through CFI’s scheduling service and 40+ scheduled directly. If you are interested in being scheduled for speeches or need support in self scheduling, please contact Ashley Richardson, arichardson@aeb.org or 847.296.7043. AEB continues tracking speeches you’ve scheduled independently.

Breakfast Beat Targets QSRs

Issue three of the Breakfast Beat newsletter is hot off the press. This Quick Service Restaurant-focused (QSR) quarterly publication contains data and insights concerning the growth and opportunities that exist for eggs and breakfast in a quick and easy-to-read format.

Breakfast data/insights in this issue include: 1) Morning daypart sales generate about $42 billion annually, which is 12 percent of total restaurant sales; and 2) More than 68 percent of all QSR menus offer breakfast sandwiches. Breakfast insights like these will keep QSRs informed about the most important meal of the day.

Other topics of interest in this issue are new product introductions at QSRs; developing better-for-you menu items; and breakfast competition from convenience stores. Also in this issue is an offer for a complimentary copy of the new edition of the information-packed Eggyclopedia.

One more issue of Breakfast Beat will be produced this year. Next year, this publication will continue to focus on the eggspanding opportunities for eggs in the growing QSR breakfast market. For information on this newsletter or if you have QSRs you want added to the distribution list, contact Alice Heinze at AEB.
Jim Sumner, president of USA Poultry and Egg Export Council (USAPEEC) and AEB’s Export Marketing Advisor, has been honored by the Georgia Egg Commission with the presentation of its Golden Egg Award for 2012. Commission board chairman Jerry Straughan presented the Award during the annual meeting of the Georgia Egg Association stating, “Since February of 1990, Sumner has served our industry and our country as a true ambassador, being responsible for the promotion of U.S. poultry and egg products worldwide.”

Straughan continued by saying that Sumner has been appointed by the past six Secretaries of Agriculture and U.S. Trade Representatives to serve on the Agricultural Technical Advisory Committee, and he continues to serve on the Agricultural Policy Advisory Committee. Under the Clinton administration, he was appointed to deal with U.S.-Russian trade issues.

In 2005, Sumner was elected president of the International Poultry Council, which represents the poultry industries of more than 20 countries accounting for more than 90 percent of the world’s poultry meat production. He has been re-elected to that office twice! This year, he received the Lifetime Achievement Award from the National Poultry and Food Distributors’ Association. As president of USAPEEC, Sumner has presided over a significant increase in poultry exports, from $700 million to more than $4 billion during recent years.

Chicago

Thompson from Pearl Valley Eggs, is one minute in duration. Ben talks about production practices, the Good Egg Project (GEP) and how America’s egg farmers give back to their communities. A second 4.5-minute foodie segment features AEB Chef Jeffrey Saad and Ben.

Scheduled to run 12 times in the Chicago market, this segment kicks off the rest of the year’s GEP community outreach. Current metrics for the Chicago market include:

- On-Air: 730,900 impressions, which is 80 percent of the goal.
- Online: 96,995 impressions (35 click-thrus, 0.4 percent click-thru rate; industry average is 0.1-0.2 percent). This is slightly above AEB’s set goal.
- Facebook: 1,144,798 impressions
- Twitter: 1,818,579 impressions

Social Media Total: 2,963,377 impressions

Nonstop Channel Metrics Overall: 36,000 impressions (4,000 total per integration x nine runs).

The Ben Thompson segment and Jeffrey/Ben foodie segment ran a total of 420 times in Chicago.

AEB is 89 percent above goal for Chicago with 3.79 million impressions. The overall program goal is 5.6 million dispersed evenly between all five markets at 1.1 million per market.

For Dallas, the second market to air, Brian Barrett of Feathercrest Farms was filmed at the North Dallas Food Bank. This segment spotlights a donation of more than 25,000 eggs. Brian emphasized the good America’s egg farmers do within their communities and shared AEB’s key messages including the satiety factor that comes from eating eggs.

Dallas segments began airing mid-July with the donation segment running eight times, and the nonstop channel will air a mix of Brian’s segment. The Jeffrey/Ben foodie segment 282 times. Online and social media presence will be strong during the entire second half of 2012.
The Egg Nutrition Center (ENC) is a credible source of nutrition and health science information and the acknowledged leader in research and education related to eggs. ENC’s investment in scientific research is in excess of $1 million per year and reaches health professionals (HPs) with the latest credible science about the incredible egg.

ENC was instrumental in getting eggs accepted into Walmart’s Great For You program. Eggs earned the Great For You seal and were also highlighted in many of the promotional materials for the program launch.

94 million media impressions were earned by ENC in 2011. In the first six months of 2012, ENC has earned 50.2 million.

In two years, ENC has received 75+ new research proposals from 40+ U.S. universities.

Eleven Health Professional Advisors (HPAs) help communicate ENC’s messages to key audiences.

45,000 health professionals receive ENC information through print and online outreach.

4,000 visitors monthly.

$1.2 million in new research grants annually.

Six members of the Scientific Advisory Panel (SAP) from a variety of research areas help review research grants to ensure ENC funds high-quality research.

500 teachers signed up for the ENC Teacher Exchange in its first four months.

500 new health professionals signed up to receive Nutrition Close-Up during the last year.

500 HPs attended a webinar hosted by ENC.

At six exhibit trade shows, ENC reached key HP audiences, including nurse practitioners, personal trainers, physicians, physician assistants and registered dietitians.

Protein Tool Kits reached personal trainers who ENC connected with through targeted events.

SOURCE:
EggNutritionCenter.org/blog/
**Eggs in the News**

The June issue of *Country Living* features an article titled, “Salad for supper” that spotlights “wild arugula with summer squash, asparagus, and a fried egg. This vibrant mix of vegetables – topped with hot pickled peppers and a hearty egg – proves a well-rounded option for brunch or dinner.”

Also in June, *Allure* calls out egg’s protein in its “The Dream Team” article. The author states, “Eat protein: As much as you might crave comfort food, don’t succumb to the call of the short stack. ... Eat something high in protein, like an egg-white omelet, within 30 minutes of waking.”

*Bon Appetit* implores its readers to “Slice up a dozen [hard-boiled eggs] and serve with watercress and cucumber” in an article titled, “Summer Smorrebrod.”

July’s *First for Women* featured a bird’s nest breakfast. The author writes, “This nutritious ‘bird’s nest’ will have everyone happily chirping, thanks to eggs’ brain-boosting choline, energy-revving protein and mood-elevating folate.”

July’s *Life & Style Weekly* reminds pop star Jessica Simpson: “Eggs, which provide healthy protein, are ideal. But Jess ‘doesn’t have to stick to one food,’ notes a pal, ‘so she won’t get bored.’” The celebrity-focused TV show “Access Hollywood” featured an interview with Registered Dietitian Keri Glassman, who mentioned eggs are an excellent source of protein.